

**ABSTRACT**

A method and apparatus for providing cross-marketing and promotional offers to a customer using an electronic tag product identification system is disclosed. The disclosed technology also allows for presenting promotional offers in an automatic check-out process. RFID smart tags are associated with products in a place of purchase or a place of selection of such products. Each distinct product is associated with at least one smart tag, the smart tags containing identification information regarding their respective products. RFID smart tag readers are used to retrieve product information including information concerning promotional offers, purchase prices and expected product weights. Such promotional offers are presented to the customer and may be real-time promotional offers, near real-time promotional offers or generic promotional offers.